EVER-READY PERSONNA

CUTTINGS JUNE/JULY 1968

THE GROCER

July 13, 1968

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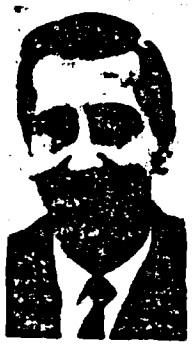
Additional responsibility



EVER-READY PERSONNA announces that director of marketing, Ray Dallow, has been given the additional responsibility of directing the company's marketing activities in the Eastern European Block, EFTA, the Common Market, Africa and the Middle East.

"Mr Dallow's assignment involves the supervision of our heavy marketing investment programme overseas necessitated by the growth of our export business in recent years," said Thomas T. Goodale, deputy managing director of Ever-Ready Personna. In addition to his new responsibilities, Mr. Dallow will continue as director of marketing for the home market.

Ray Dallow, director of marketing for Ever-Ready Personna (left) has been given the additional responsibility of directing the company's activities in the eastern European bloc, EFTA, the Common Market, Africa and the Middle East.

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WORLD'S PRESS NEWS

July 12, 1968

ADVERTISERS

EVER-READY Personna has given the director of marketing, **Ray Dallow**, the additional responsibility of directing the company's marketing activities in the Eastern European block, EFTA, the Common Market, Africa and the Middle East

Razor sharp job

EVER-READY Personna have announced that Mr. Ray Dallow, director of marketing, will now also be responsible for directing the company's marketing activities in the Eastern European Block, EFTA, The Common Market, Africa and the Middle East.

Mr Dallow joined the company on January 1968. He has much experience of marketing having served 17 years with Colgate-Palmolive where he became senior brand group manager handling a number of the company's market leaders.

For the last three years he has been group marketing manager with Steiner International.

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SELF SERVICE & SUPERMARKET

July 18, 1968

1002402296C

ADVERTISER'S WEEKLY

July 12, 1968

Ray Dallow, director of marketing for Ever-Ready Personna, has been given the additional responsibility of directing the company's marketing activities in the Eastern European Bloc, EFTA, the Common Market, Africa and the Middle East. He will continue as director of marketing for the home market. Mr Dallow joined Ever-Ready Personna in January 1968

1002402296E

MARKETING

May 1968

R. Dallow (A) joined Ever-Ready Personna as director of marketing. Previously group marketing manager, Steiner International.

1002402296F

RETAIL NEWSAGENT

July 20, 1968

E-R promote Ray Dallow

EVER-READY PERSONNA announce that director of marketing, Mr Ray Dallow, has been given the additional responsibility of directing the company's marketing activities in the Eastern European Block, EFTA, The Common Market, Africa and the Middle East

"Mr Dallow's assignment involves the supervision of our heavy marketing investment programme overseas necessitated by the growth of our export business in recent years," said Thomas T Goodale, deputy managing director, Ever-Ready Personna, adding that Mr. Dallow will continue as director of marketing for the home market.

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GROUP GROCER

June 1968

MR. RAY DALLOW (37) has joined Ever-Ready Personna as director of marketing, taking over the marketing responsibilities from Mr. Graeme Roe, deputy managing director, who is leaving to become joint managing director of a mail order house. Mr. Dallow was with Colgate-Palmolive for 12 years, leaving two years ago to become group marketing manager to Steiner International.

Source: https://www.industrydocuments.ucsf.edu/tobacco/